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Services



**AIR FORCE COMMERCIAL SPONSORSHIP  
AND SALE OF NAFI ADVERTISING  
PROCEDURES**

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This manual implements Air Force Instruction 34-407, *Air Force Commercial Sponsorship Program*. It provides specific guidance and procedures for preparing unsolicited and solicited sponsorship agreements, solicitation announcements, quarterly reporting of sponsorship at base and major commands (MAJCOM) levels, accounting and evaluating sponsorship value, and the sale of advertising in Nonappropriated Fund Instrumentality (NAFI) media. Records created as a result of the processes prescribed in this AFMAN must be maintained and disposed of in accordance with AFMAN 37-139, *Records Disposition Schedule*. This instruction is effected by the Paperwork Reduction Act of 1974, as amended 1996.

**SUMMARY OF REVISIONS**

This issuance is a major revision of AFMAN 34-216, *Air Force Commercial Sponsorship Procedures*. It incorporated Solicited Commercial Sponsorship Program Test Guide, 1 Apr 92; AFMWRSA Letter, Quarterly Reporting Instructions, 24 Sep 93; Commercial Sponsorship Handbook, Jan 94; and AIG 8678 Memo, 6 Sep 95, New Department of Defense (DoD) NAFI Advertising Policy. Changes include simplified solicitation procedures and forms, new accounting instructions for sponsorship resources, a computerized format for quarterly reporting of sponsorship, examples of documents used for unsolicited and solicited packages, and policy guidance on the sale of advertising in NAFI media.

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***Section A—Program Design and Proper Use.***

**1.** The Air Force Commercial Sponsorship Program is designed to use civilian commercial sponsorship to underwrite morale, welfare, and recreation (MWR) elements of the Air Force Services programs, activities, and events. Commercial sponsorship is applicable only to MWR elements of Services programs. No other Air Force personnel are authorized to solicit sponsorships for any other purposes. Additionally, no other Air Force organizations or on-installation private organizations or unofficial activities are authorized to accept support under the Commercial Sponsorship Program or provide sponsorship-type recognition to their supporters; however, they may accept gifts and donations (see AFI 51-601, *Gifts to the Department of the Air Force*, or AFI 34-201, *Use of Nonappropriated Funds (NAFs)*, as appropriate, for gifts or donations to Air Force entities).

**2.** Commercial sponsorship support may take the form of goods, cash, or services in exchange for limited sponsor recognition and promotional benefits to sponsors. Sponsorship will be applied where consistent with Air Force Services goals of combat support and community service. Sale of sponsor-provided products at events will be conducted by or supervised by NAFIs directly or by concession contract. Only NAFIs will sell alcoholic beverages. Admission charges, if any, will be collected and accounted for by authorized Air Force Services personnel.

3. The principles of Government Standards of Conduct apply to commercial sponsorship. Any actions that create the appearance of soliciting gratuities for personal benefit, or obtaining commercial sponsorship from DoD contractors as a condition of doing business, must be avoided. Sponsorship agreements may not include any form of rebate, or percentages of sales or sales increases. Refunds based on an amount of sponsor products sold cannot be a condition of sponsorship or included as sponsorship value.
4. All DoD employees must refrain from informal sponsorship solicitation. Informal solicitation is contrary to DoD guidelines and is prohibited. A businesslike relationship must be maintained between the representatives of the Air Force and current or prospective sponsors.

***Section B—Commercial Sponsorship Agreements, Benefits, and Reporting.***

**5. Unsolicited Sponsorship Agreements.** Unsolicited sponsorship is sponsorship for a specific event that has not been solicited. Support is offered by a vendor, manufacturer, distributor, etc., on its own initiative when it has become aware of an event and is interested in participating. Prospective sponsors must make the initial contact. Initial contact from sponsors should be annotated in memos for the record. Awareness of the unsolicited sponsorship program can be created with personalized letters sent to prospective sponsors following the appearance of general sponsorship opportunity ads, per AFI 34-407, *Air Force Commercial Sponsorship Program*.

- 5.1. Use the standard Memorandum of Understanding (MOU) at [Attachment 2](#) for all unsolicited sponsorship agreements. Use the optional sections as appropriate. No other changes, additions, or deletions are authorized unless approved by Headquarters Air Force Services Agency, Marketing and Public Affairs Branch (HQ AFSVA/SVPCM).
- 5.2. The first entry, paragraph 1., is always the base, MAJCOM, or AF MWR Fund. Include adjacent city along with base in location. The brief event description should include type of event, attendance estimate, type of venue, open to public or not, etc.
- 5.3. The “items required” list covers normal essential items for an event. Specify those items needed to support a first-time event, offset costs of established events, or enhance events for customers.
- 5.4. The “Sponsor will provide” list should include quantities and fair market value (FMV).
- 5.5. Paragraph 2 should list specific recognition/limited advertising privileges for sponsor, e.g., numbers and locations of signage and displays, direct mail, media releases, specific products to be displayed, additives, etc. Include other appropriate benefits such as exclusivity or first right of refusal for next event if applicable.
- 5.6. [Attachment 2](#), paragraph 3.j. Alcohol or tobacco manufacturers or distributors should identify the types, locations, and dates of similar events or programs sponsored and indicate if they were open to the public.
- 5.7. The marketing/sponsorship manager, or Services commander/division chief signs as the NAFI representative. Approval authorities, as identified in AFI 34-407, Chapter 8, sign after the sponsor(s) and NAFI representatives sign, and legal review has been completed.

**6. Solicitation Process/Preparation Instructions .** Use the solicited sponsorship agreement format at [Attachment 3](#). Solicitations must be announced and should be sent to more than one potential sponsor in each product category. Evaluation of offers will be based on market value of services, goods, or cash

offered. Consider the appropriateness of potential sponsors for the event. Solicitations are used when support is desired for an event with no previous sponsorship support, or where there are no existing or appropriate sponsors for a planned event. The solicitation package includes an MWR Event Sponsorship Solicitation form at [Attachment 4](#), and [Attachment 5](#) enclosures e.g., announcement (cover) letter, an executive summary, any other extra event information materials, and a blank sponsorship agreement.

6.1. Develop the sponsorship support plan to include the event budget, costs or enhancements which could be supported by sponsors, a media plan for the event and recognition of sponsor, a prospective sponsor list, and where the solicitation is going to be published. When the solicitation concept has been briefed and approved by designated individuals, prepare a solicitation package for mailing to prospects. Prior to mailing, publish an announcement that includes event specifics; what is being sought from sponsors; benefits being offered; a suspense date for receiving inquiries or offers from sponsor prospects; and point of contact (POC) name, address, and phone number. It can be a free announcement (cleared with Public Affairs) in appropriate civilian publications like newspapers, Chamber of Commerce newsletters, or trade journals. It can also be a paid ad (classified ads are acceptable) in these same kinds of publications, or an ad in the Commerce Business Daily (CBD). All announcements must include the following statement. "This is a solicitation for commercial sponsorship by a Nonappropriated Fund Instrumentality of the United States Government. It does not obligate appropriated funds or nonappropriated funds of the Government."

6.1.1. Announcements for multiple events are permitted provided all individual solicitation packages have been reviewed and approved by designated individuals. Multiple solicitation announcements must also state that sponsor prospects must submit separate offers for each specific event, with value levels included. Following the publishing of the announcement, send the solicitation package to potential sponsors on the prospective sponsor list and those who responded to any announcements or advertisements, or otherwise indicated interest.

6.2. The formal solicitation with cover letter and executive summary are mailed to appropriate individual vendors, that may be appropriate sponsors of the event, excluding those involved with alcohol and tobacco products and defense (weapons systems) contractors. Solicitations may be sent to any domestic products divisions of defense contractors. Solicitation packages inform potential sponsors that NAFIs are seeking support and will entertain proposals. The cover letter and executive summary package focus on the who, what, when, and where of the event. Summaries should include:

6.2.1. Description and history of the event (documentation, press clippings of previous events, etc.).

6.2.2. What specific sponsorship support is being solicited, e.g., travel, supplies, services, etc., with accompanying value estimates. Product category exclusivity can be provided for specific categories of support.

6.2.3. Services support that will be provided to assist sponsor with media and displays, distribution of materials, recognition, etc.

6.2.4. Sponsor recognition benefits, limitations, and media plan. (See [Attachment 9](#) through 15)

6.3. Agreements should be specific and cover all reasonable and foreseeable factors regarding the involvement, rights, and obligations of the parties.

6.4. Solicitations are part of a procurement process, and must be done competitively and sent to all reasonably available potential sponsors to avoid criticism for excluding potential sponsors or showing

favoritism. All appropriate potential sponsors in a reasonable geographic area should be offered an opportunity to participate. If previous solicitations to companies have been answered with "no-interest" letters, these companies can be omitted from subsequent solicitations. File copies of such letters should be retained.

6.5. Potential sponsors responding to announcements or ads must be sent a solicitation package, except those involved with alcohol or tobacco products, or defense contractors (weapons systems). Only sponsorship from United States (US) sources will be solicited and accepted. In overseas areas, solicitation of other than US sources is allowed if there are no US sources available or the US sources are inadequate and the installation commander so certifies in writing.

6.6. Initial offers received from sponsors are reviewed for appropriateness to event, best value offered, and negotiation options. Potential sponsors whose offers are refused should be notified in writing with reasons for non-acceptance. Final agreements must reflect sponsor signature, legal review, and approval by the designated authority. Each agreement will be per event, not to exceed a 1-year period. Each sponsorship involved in an event should be on a separate agreement.

**7. Sponsor Exclusivity and Other Benefits.** Event sponsor exclusivity or product category exclusivity can be provided in writing, for both solicited and unsolicited sponsorships. Exclusivity is a valuable benefit for sponsors, and should be used as a negotiating tool. Generally, if the potential sponsor is meeting all the budgeted requirements for a particular event or event category of support, granting exclusivity is logical based on the basis of needs being met. Providing exclusivity can also be determined per the following:

7.1. The Services commander/division chief has options to decide how many sponsors or sponsor-product categories are appropriate for an event. This should be decided and published in advance along with the proposal selection criteria. Therefore, if one soft drink company is involved, and it provides either enough money or product to cover the event, additional companies can be declined based on sufficiency. Printing deadlines for promotional materials with sponsor recognition will also determine exclusivity. Sponsor offers after deadlines can justifiably be declined, with an accompanying offer to contact at the next appropriate opportunity.

7.2. Equity of benefits to sponsors must be maintained. Agreements for different sponsors must be standard and fair. The range of sponsorship support may vary widely in value, and recognition should be commensurate with benefits. If size and logistics of producing promotional materials dictate giving all sponsors equal recognition, provide more substantial sponsors with additional recognition through public address announcements, and number and locations of displays. Also encourage the use of their own signage, banners, displays, etc. This can normally be done at their cost, and will get recognition and support at an equitable level.

7.3. Do not accept sponsorships from companies that compete directly with Services and other on-base services or products. Unsuccessful bidders or potential contractors that did not bid on Air Force or DoD contracts should not be permitted to use commercial sponsorship as a vehicle for directly competing with successful bidders.

7.4. Companies offering controversial products and services should be evaluated for appropriateness and potential for adverse customer reaction and be rejected where appropriate.

7.5. Sponsor should check paragraph 23 of the Solicited Sponsorship Agreement. This allows the NAFI to negotiate with the sponsors who have checked "Yes" indicating interest if conditions or terms change in the sponsorship solicitation.

**8. Quarterly Reporting of Sponsorship Activities.** The Air Force Commercial Sponsorship Policy requires quarterly reporting of sponsorship activities and associated financial support values. See [Attachment 7](#) and [Attachment 8](#) for an example of format and entries.

8.1. Divide categories of support (merchandise or in-kind services) into budgeted and non-budgeted areas. Non-budgeted items are "extras" provided by sponsors that enhance an event but do not offset a budgeted expense. An example is an improved color brochure over a budgeted black and white version. This will be a double entry--the budget savings, plus the value of enhancement. Summarize the support efforts by Services staffs and an event evaluation of benefits in the remarks section. Include financial savings profits and significant enhancements of the event due to sponsorship support.

8.2. Use the gifts and donations block to record indirect support from free issue items when data is available. Free issue items include scorecards, calendars, or "Premiums" routinely received by clubs, golf, bowling, Information Tickets and Tours (ITT), and other activities from vendors not directly associated with a specific sponsored event. Include estimated values.

8.3. In addition, use the gifts/donations block to reflect any cash or gifts provided directly to Services facilities from benefactors or indirectly from commissary vendor rebates and commander's discretionary actions.

8.4. HAF-SV (Q) 9473, Commercial Sponsorship Report. Reports are on a calendar year (CY) quarterly basis and are forwarded by the base as directed by appropriate MAJCOMs. MAJCOM summary reports to HQ AFSVA/SVPCM are due by the last business day of May, Aug, Nov, and Feb for 1st, 2nd, 3rd, and 4th quarters respectively. MAJCOM reports should include value and description of any MAJCOM-wide promotions. Values may be credited at base level or MAJCOM level at the discretion of individual MAJCOMs. February (4th qtr) report should include a year's summary. MAJCOMs will determine due dates of base reports.

**9. Commercial Sponsorship Accounting Instructions.** Use the guidelines in the Commercial Sponsorship Accounting Instructions Program Training Aid, AFMAN 34-214, *Procedures for NAF Financial Management and Accounting* (will convert to AFMAN 34-414) and AFI 34-209, *NAF Financial Management and Accounting* (will convert to AFI 34-409) when developing local operating instructions for accounting and reporting commercial sponsorships. These procedures apply to commercial sponsorship cash, products, merchandise, capital assets, and in-kind services.

9.1. Sponsorship Support Given to an Activity.

9.1.1. The sponsor should always provide monetary sponsorship support through a check made payable to the base MWR Fund annotating the benefiting activity or attach a letter stating which activities should receive support.

9.1.2. The sponsor submits a letter transferring ownership of capital assets to the NAFI.

9.1.3. Expendable equipment and supplies and resale inventory require documentation annotating their Fair Market Value.

9.2. Sponsorship support Given Away to Event Participants or Customers.



- 9.2.1. The sponsor can give premium-type items costing \$20 or less FMV directly to customers.
- 9.2.2. The sponsor transfers ownership of items costing over \$20 FMV to the accepting NAFI in the sponsorship agreement. These may then be distributed by the NAFI to customers as prizes, premiums, awards, etc.
- 9.2.3. Items costing \$600 or more FMV are the only ones entered into accounting records to provide a greater degree of control and to give the event participant the required Internal Revenue Service (IRS) Form.

**10. Determining Sponsorship Values.** Consider the following issues when determining the value of sponsorship. Actual value to the receiving activity should be the prime factor. If the sponsor sets an unrealistically high value and you accept and record that value, the sponsor might reasonably expect benefits commensurate with that value. Additionally, always assume there could be more than one sponsor and use an equitable standard to ensure all sponsors get fair treatment in accordance with what they provide. A sponsor investing \$10,000 cash merits more benefits than a sponsor giving 2,000 T-shirts worth \$2 each, even if retail value is \$5 each, or \$10,000 worth of unsold tickets with only face value, when the objective is to “fill the house” by ticket giveaways.

10.1. When a new car is offered as a prize for a hole in one, the value of the car is not the value of the sponsorship. Insurance against a winner is not mandatory, and is not always purchased by the sponsor; therefore, use 10 percent of the car’s value as the sponsorship value. If the car is won, then sponsorship value is the FMV set by the sponsor. Use this method for similar cases of expensive items awarded in chance drawings.

10.2. The purpose of sponsorship is to reduce or avoid costs to MWR elements of the Service program. Value to the participants is intangible. So, if the car or a T-shirt is determined to have a FMV of X dollars, that is the sponsorship value, not what the recipient perceives it is worth. Additionally, if free tickets to a commercial event (e.g., music concert, boxing event, etc.) are part of a sponsorship agreement or are donated, the value for tickets should be the value of the actual number distributed to eligible Services customers (presume they will be used), not the total number provided by the sponsor. The unused tickets have no value to Services or its customers. If an entertainment event is offered free by a sponsor, and admission is charged, then the revenue (minus event expenses) is the sponsorship value. If the sponsor buys tickets from you for re-distribution to an existing (budgeted and planned) event, do not deduct expenses, and count all the tickets bought by the sponsor, not only those that are used.

10.3. Do not use sponsorship to remodel or construct real property buildings.

10.4. Assess the value of in-kind advertising by standard rate tables for the particular media. Track advertising received to assure that the value reflected in the agreement is accurate.

10.5. Do not count sponsorship of HQ AFSVA directed or implemented promotions at the installation level. Sponsor and customer values are tracked at HQ to determine the cost-effectiveness of “corporate promotions.” Local sponsorships that enhance or add value to corporate promotion can be counted.

10.6. These policies standardize the accepting, accounting for, and reporting of sponsorship values throughout the Air Force Services community. This provides an accurate and fair measure of the Commercial Sponsorship Program’s value to the Services customer, and reflects sponsorship levels at base and MAJCOMs.



*Section C—Advertising.*

**11.** MWR event advertising is allowed in appropriate civilian media when events are open to the public as authorized in AFI 34-262, *Services Programs and Use Eligibility*, and they foster good community relations. Examples of MWR events that may be advertised in civilian media include, but are not limited to, music concerts, athletic programs, volksmarches, competitive runs, and those associated with American historical or traditional military events.

11.1. Events shall not directly compete with similar events offered in the local civilian community.

11.2. Open events must be infrequent, not weekly or monthly, and increase military interaction with civilians in the local off-base community.

11.3. Advertising for these open events should be funded with appropriated funds (APF). In-kind advertising and funds designated for advertising provided under the commercial sponsorship policy may be used. Nonappropriated funds (NAF) may be used in cases when a bona fide MWR event has been opened to the public per appropriate procedures, when there is clearly no competition with the civilian community, and where the advertising is purchased to increase overall attendance and can help preclude a financial loss to the specific Services (MWR) activity conducting the event.

11.4. Resale activities, including exchange operations, will not advertise merchandise or sell state tax-free tobacco products and beverages during these events except for on-premises consumption. The sale of incidental items such as refreshments, hats, T-shirts, or installation memorabilia at open events is permitted.

11.5. MWR activities will coordinate in advance with the Public Affairs Office.

11.6. Purchases of advertising will be accomplished in compliance with AFMAN 64-302, *Nonappropriated Fund Contracting*.

**12.** Air Force Services NAFIs may sell space for commercial advertising in any media form (publications, printed or electronic signs, etc.) produced for or prepared by the NAFI. Payment may be accepted for such advertising subject to the following conditions:

12.1. Publication of paid advertising to NAFIs is bound by the same standards of propriety that apply to commercial enterprise publications.

12.2. Each advertisement must include a disclaimer stating it does not constitute a Defense Department endorsement. The approved disclaimer is “Paid Ad. No Federal endorsement of advertiser(s) intended.” If multiple advertisements are grouped on one page of the publication, then one prominent disclaimer is sufficient. Alcohol or tobacco product ads must include responsible drinking or Surgeons warnings. For printed publications, the disclaimer must be of a type size equal to ad text type or larger. For signs, the disclaimer must be readable to those reading the body of the signs.

12.3. Acceptance of paid commercial advertising is prohibited on Armed Forces Radio and Television Service (AFRTS), local commander’s channels, or any APF electronic or other media. Recognition of sponsors under the Commercial Sponsorship Program is allowed.

12.4. Local installation commanders make the final decision on seeking and accepting advertising and must consider public perceptions, impact on the local economy, and the effect on local Commercial Enterprise Publications. Advertising sales will be coordinated with appropriate Army and Air Force Exchange Service (AAFES) and servicing contracting office personnel to ensure that existing

AAFES or APF business agreements are not compromised. [Attachment 5](#) provides a general announcement sample for sales opportunities.

12.5. Advertising in installation NAFI media is based on reaching bona fide users in accordance with established patronage policies.

12.6. The media must not be distributed off the military installation except in mailings to authorized customers. Mailings containing advertising of commercial products or services are authorized only to Services patrons who have requested (agreed) to receive them. Distribution and display of event programs containing advertising are permitted on the installation for a reasonable period in advance of activities such as a TOPS IN BLUE performance or a sports event.

**13.** The following general provisions also apply:

13.1. Services representatives will not solicit purchasers of ad space in any Services media unless the solicitation is approved by the appropriate SV (for MAJCOM programs), or installation commander (can delegate to Services commander/division chief). Ad sales can offset expenses of valid Services unique products; e.g., club calendars and place mats, golf scorecards and yardage books, or lodging guest directories. Do not duplicate or compete with existing Commercial Enterprise Publications, e.g., base papers, guides, maps, etc., or develop new Services media just to generate additional ad revenue.

13.2. A single point of contact, e.g., marketing or a commercial sponsorship representative, should manage sales of ad space in or on Services media. Other management approaches may be used at the discretion of installation commanders. The objective is to provide standard sales rates for all parties, maintain program equity, and prevent internal competition. Services commanders/division chiefs will prioritize needs and apply available resources where most needed. If there are multiple Air Force installations in a single business market, advertising rates and policies should be coordinated and standardized.

13.3. The Purchase Order for NAFI Advertising at [Attachment 6](#) records the sale of advertising. Customized numbering systems are at the discretion of individual bases or MAJCOMs. See para 4, Commercial Sponsorship Accounting Procedures.

**14.** Advertising will not be distributed off the installation except in mailings to authorized customers and must not promote products, use of products, or behavior that have an adverse effect on successful mission performance and preservation of loyalty, morale, and discipline. Advertising will not contain anything that is illegal or contrary to DoD or Air Force instructions, e.g., discrimination, soliciting membership in private groups, endorsement of political positions, or games of chance. Advertising will not be accepted from any establishments placed “off limits” by commanders.

**15.** Applicable “truth in lending” statutes will be complied with. Consult with the local Staff Judge Advocate.

**16.** Prominent advertising and outdoor displays, e.g., fence signs, electronic billboards, or scoreboards must comply with installation standards regarding good taste, engineering excellence, and commander discretion.

**17.** The percentage of total advertising space versus Services information space in printed materials will not exceed 25 percent.

**18.** Standard advertising rates must be established in conformance with existing commercial enterprise newspaper rates and local comparable civilian publications. Marketing product price tables for advertising opportunities should be developed for use in handling inquiries on advertising opportunities. Price tables normally should include types of materials (brochures, flyers, calendars, etc.), rates by size, frequency, and promotional life, and distribution procedures. If you have the equipment and staff resources to provide technical services, include a standard layout fee and other requirements (e.g., camera-ready) for accepting and costing ads.

**19.** Advertising for major events such as holiday celebrations, annual fairs, or sports events should be coordinated, if possible, with the commercial sponsorship program.

**20.** A notice similar to [Attachment 7](#) may be placed in local media or other appropriate channels announcing the availability of advertising opportunities. Letters to individual businesses or other prospects may be sent at the discretion of local commanders.

**21.** Voluntarily initiated media such as discount coupon booklets, golf score cards, and club calendars which are developed and offered free of charge by commercial concerns, may be accepted by Services activities provided:

21.1. Media is developed by commercial concerns entirely, with no input, assistance (except providing information for calendars, course diagram, etc.), written agreements, or endorsements from Air Force Services personnel that assist the commercial concern in selling booklet advertising or gaining access to other Air Force bases. Air Force personnel are prohibited from writing letters of introduction or otherwise endorsing agents or brokers who market such advertising space in these products to commercial businesses. Letters accepting proposals are permitted, but such letters cannot be used by vendors as endorsements or means of introduction to prospective advertisers.

21.2. Items must be distributed by the commercial concern to the installation or activity with no commitments other than making them available for casual pick-up, and the understanding that other commercial concerns may, in fact, provide similar services, and that they may also be accepted by the installation or activity.

21.3. Items must include a disclaimer stating, "Not printed at government expense. No Federal endorsement of advertiser(s) intended."

21.4. Mention of Services facilities on free issue items such as golf score cards and club calendars is acceptable since they are used primarily in or at the facility receiving them. However, discount cards or coupon books are not related to any individual Services facility or program. They may be made available for casual pickup on bases, but they are primarily for use at off-base establishments; therefore, advertising by Services facilities or programs is not permitted in such cards or booklets. Marketing of coupon cards as "XYZ Air Force Base Military Community Savings Cards" or other Services or Air Force-related terminology is not appropriate. Also, any form of free issue or discount coupon books made available on base will not advertise competitors of Services and AAFES resale activities.

MICHAEL E. ZETTLER, Lt General, USAF  
DCS/Installations & Logistics

**Attachment 1****GLOSSARY OF REFERENCES AND SUPPORTING INFORMATION*****References***

DoDI 1015.10, *Program for Military Morale, Welfare, and Recreation (MWR)*, 31 Oct 96  
AFI 34-209, *NAF Financial Management and Accounting*  
AFI 34-262, *Services Programs and Use Eligibility*  
AFI 34-407, *Air Force Commercial Sponsorship Program*  
AFMAN 34-214, *Procedures for NAF Financial Management and Accounting*  
AFMAN 34-602, *NAF Contracting*

***Abbreviations and Acronyms***

**AAFES**—Army and Air Force Exchanges System  
**AFRTS**—Armed Forces Radio and Television Service  
**APF**—Appropriated Funds  
**CBD**—Commerce Business Daily  
**DoD**—Department of Defense  
**FMV**—Fair Market Value  
**HQ AFSVA**—Headquarters Air Force Services Agency  
**HQ AFSVA/SVPCM**—Headquarters Air Force Services Agency, Marketing and Public Affairs  
Branch, Central Programs  
Directorate of Programs  
**HQ USAF/ILV**—Headquarters Air Force Director of Services  
**IRS**—Internal Revenue Service  
**ITT**—Information, Tickets, and Tours  
**MOU**—Memorandum of Understanding  
**MAJCOM**—Major Command  
**MWR**—Morale, Welfare, and Recreation  
**NAF**—Nonappropriated Funds  
**NAFI**—Nonappropriated Fund Instrumentality  
**SAF/PA**—Secretary of the Air Force, Public Affairs  
**POC**—Point of Contact  
**ROI**—Return on Investment  
**SV**—Services Commander

### *Terms*

**Active displays** —Sponsor product displays that involve active participation of the customer in use or testing of sponsor's product, other than free tasting of food or drink, such as test drive of automobiles, working out on exercise equipment, or similar activities that create a favorable "interest to buy" the sponsor product.

**Advertising** —Paid commercial ads appearing in Services media. Ads featuring comparative pricing are not permitted. All ads must include proper disclaimers.

**Cash or in-kind support** —Cash, products, or services, which directly save or offset the original planned and budgeted expenses for an event. Sometimes these are called "soft-dollars." The Commercial Sponsorship Program permits recognition of sponsor cash or in-kind support.

**Clutter** —When several sponsors are involved in an event, and there are multiple banners, logos on signs, etc., or several sponsors on promotional materials. This may result in a negative effect as individual messages are diluted. Be aware and careful of clutter. Example: The Air Force Clubs "Traditions" membership promotion had five sponsor logos on promotional materials. That is probably the maximum number reasonable.

**Commercial Sponsorship** —The outside partial underwriting of an MWR event (as an element of Air Force Services) by a consumer product/service company using money, goods, or services to promote brand recognition, ultimate use, and resultant brand loyalty. Example: TOPS IN BLUE sponsored in part by XYZ company.

**Cross-marketing** —Providing a location in addition to those at an event for sponsor product display and marketing. In the Air Force, such locations are the AAFES, DeCA, and SVS retail sales activities. Example: A bowling company is sponsoring a bowling program. Product displays would be permissible, and appropriate, in the bowling pro-shop, and exchange.

**Disclaimer** —The following statement must appear on all signage and printed materials that recognize sponsors. "No Federal endorsement of sponsor(s) intended".

**Events, programs, or activities** —There must be a bona fide special event for sponsorship to apply. An event has a theme, focus, and a specific time limit. Membership drives can be appropriate events if developed and marketed properly. MWR events appropriate for commercial sponsorship do not include normal day-to-day operations formally budgeted for. Construction or remodeling projects, training conferences, or normal replacement of equipment are not appropriate for commercial sponsorship. Example: July 4th celebrations, TOPS IN BLUE Tour, or club Football Frenzy promotions are proper.

**Gifts and donations** —Gifts and donations, governed by AFI 34-201, Use of Funds, are different from commercial sponsorship. Any individual or entity can make gifts and donations to any Air Force NAFL. Donors do not receive public recognition or favored treatment from any part of the DoD.

**Passive displays** —Sponsor product displays at an event or other location in conjunction with a sponsored event such as the AAFES mall during the event. These displays may include product demonstrations and informational brochures for participant observation and pick-up. Sponsor representatives may be present at displays, hand out materials, and sign up participants for additional information or free services, provided there is no active selling, discriminatory registering or awarding of free prizes, commitment for purchase on site or at a later date, or any other financial transactions. Examples include static show-car displays on base, free long-distance phone calls and sign-ups for free calling cards, and free product samples (under \$20 in value) at a July 4th event.

**Private organizations** —Spouses' clubs, aquatic clubs, and other chartered special interest groups. These are not eligible for the Commercial Sponsorship Program. Joint management or sponsorship of private organizations' activities in order to extend the sponsorship benefits to them is not permitted. They should be beneficiaries of gifts and donations only. Example: The spouses' club can accept donations, but not get official commercial sponsorship program support for a social dinner-dance.

**Product category exclusivity** —Limiting sponsors in various product categories, e.g., one soft drink, one airline, etc., so their advertising will have a singular and effective impact on event participants as opposed to vying with competitors. Example: There is only one phone company associated with TOPS IN BLUE.

**Return on Investment (ROI)** —or exchange of value, is the basis for the sponsorship program. Sponsors will be seeking something tangible in return for their financial/in-kind support. Selling is unauthorized, except in the existing resale outlets, i.e., exchange or pro-shop. ROI can be augmented through recognition via signage, public announcements, publicity, sponsor involvement, feedback, and dedicated and professional support on the part of the SVS marketing staff.

**Solicitation** —The formal request for offers of sponsorship, which is mailed to those sponsors, indicating an interest in the event. It eventually becomes the basis for the agreement between the sponsor and the applicable Air Force NAFI. The solicitation and resulting agreement have mandatory clauses and must be reviewed by legal and procurement prior to final acceptance.

**Solicited sponsorship** —Where the Air Force submits notice of sponsorship availability for a specific event to the Commerce Business Daily (CBD) or other published means, prepares and disseminates a formal solicitation and then negotiates with responding sponsors.

**Sponsor recognition** —The reproducing of the sponsor(s) name or logos and themes on promotional materials, including them in AAFES in-store radio promotions, and providing banners and product displays at events. Disclaimers are required.

**Unsolicited sponsorship** —Where the sponsor makes the first contact based on general knowledge, hearsay, or third party reference as to the availability of an event and the opportunity to sponsor same. Example: A beer distributor OFFERS to assist in funding a softball tournament.

## Attachment 2

**SAMPLE COMMERCIAL SPONSORSHIP MEMORANDUM OF UNDERSTANDING (MOU)**

1. The Morale, Welfare and Recreation Fund at \_\_\_\_\_ (Base) \_\_\_\_\_, a nonappropriated fund instrumentality (NAFI) of the Air Force plans to conduct \_\_\_\_\_ (Name of Event) \_\_\_\_\_ at \_\_\_\_\_ (Location) \_\_\_\_\_ on \_\_\_\_\_ (Date) \_\_\_\_\_. The event will be \_\_\_\_\_ (Describe) \_\_\_\_\_

Sponsor will provide sponsorship for the event and receive recognition and limited advertising privileges (prior to) and during this event. The sponsor will furnish the following at the values indicated to the NAFI under the terms and conditions of this MOU (*identify sponsorship to be provided in detail*):

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Sponsor will provide: (List quantity and estimated dollar value)

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

(Etc., including any additives such as promotional premiums to enhance the event)

**Total value of sponsor's offer** \_\_\_\_\_

**NOTE:** Sponsor will make checks payable to and deliver them to (the appropriate) MWR Fund at (mailing address) by (date.)

This MOU is only for the period of the sponsored event, from \_\_\_\_\_ to \_\_\_\_\_, and may not exceed one year.

The activity responsible for inspection and acceptance of the sponsorship provided under this agreement is (*identify activity and location*). \_

2. NAFI will provide the following recognition, advertising, and other benefits: (*Type and number of these benefits are negotiable.*) Insert only those applicable in each particular case. Examples: Pre-event publicity/signage (*Specify frequency/location*), banners, posters, programs/hand-outs, danglers/counter cards, on-site signage/recognition, on-site product displays/demos/sampling, marketing in Services/AAFES (if coordinated and approved with AAFES), in-store radio announcements, registration/sign-up opportunities at events for leads, military and trade publication media, direct mail, PA announcements, VIP recognition, and other.



a. Submit examples of all sponsor-provided recognition/advertising media, including samples of promotional items for prior review and approval in advance of the event, on date agreed here-to of (date), to allow for review prior to promoting and conducting the event.

c. Not use the sponsor name in any reference to event titles.

e. Not use any reference to an "official" vendor, product, or service, e.g., "The official soft drink of the tournament."

g. Not use the insignia of the US Air Force, including the initials "USAF," or the seal, emblem, or Services logo, in any manner, without prior written approval of HQ AFSVA/SVPCM.

h. Not make, encourage, solicit, or accept any public acknowledgment or advertising, except as specifically authorized in this agreement.

i. Relinquish all ownership rights to any cash or other property provided, (unless there are no-cost lease provisions noted in paragraph one,) not charge any costs of sponsorship to any part of the Federal Government, and not receive any special concessions or other favored treatment not included in this agreement.

j. Certify, in cases of alcohol or tobacco sponsorships, that similar events have been sponsored by the same company in a civilian community and that the offered sponsorship will include responsible use caution. \_\_\_\_\_ (Date) \_\_\_\_\_ (Event)  
\_\_\_\_\_.  
\_\_\_\_\_ (Location).

4. In the event either party fails to perform or endangers performance of any element of this agreement, the other party may terminate this agreement for default. In the event of a default termination, the party at fault will be responsible for reimbursing the other party for any costs expended by the party not responsible for the default in anticipation of good faith performance. Reputation and good will are not a basis for damages. If one party disputes the reasons for default of the damages associated with a default termination, the parties will participate in arbitration by a neutral third party. The party at fault for the default will bear the costs for the arbitration. The arbitration will be binding on the parties and there may be no appeal to any other forum of the decision of the arbitrator. Mediation may also be entered upon mutual agreement.

5. The NAFI may terminate for convenience if military necessity or other factors beyond the control of the NAFI necessitate cancellation of the event. In the case of a termination for convenience, the NAFI will reimburse the other party only for direct expenses paid by the other party up to the time of receipt of notice of termination for convenience. The NAFI will not be responsible for any additional costs in the event of a termination for convenience.

6. This MOU may be terminated by mutual agreement of the parties at any time. In addition, NAFI Representative, by written notice to the sponsor, may terminate this MOU in whole or in part if the sponsor fails to:

- a. Deliver the supplies or perform the service within the time specified in this MOU or any extension.
- b. Make progress, so as to endanger its performance under this MOU.
- c. Meet any of the other provisions of this MOU.

7. No assignment by the sponsor, assigning its rights or delegating its obligations under this agreement, will be effective and binding on the NAFI until the written terms of the assignment have been approved in writing by the NAFI representative.

***Optional Clause***

8. The NAFI will also provide an after-action report to include exposure, media coverage, and any appropriate sales figures within \_\_\_\_\_ days after event.

***Optional Clause***

9. The sponsors will allow pictures and narrative descriptions of their sponsorship support to be published for the purpose of informing the public of their support and to illustrate sponsorship recognition in materials publicizing the commercial sponsorship program to other prospective sponsors.

***Optional Clause***

10. The sponsors will be granted the right of first refusal for the next similar event within the next year. The right of first refusal entitles the current sponsor to match, or exceed, a proposal made by a third party seeking sponsorship of the event. The current sponsor may elect not to exercise their right of first refusal. If the current sponsor does not match the bona fide offer of the third party, the sponsorship rights may be awarded to the third party.

***Optional Clause***

11. No party will be responsible for events beyond its reasonable control, such as acts of God, weather delays, events of national emergency, etc. If the event is postponed due to one of the above, it may be rescheduled or canceled at the discretion of the NAFI. If the event is rescheduled, the terms of this agreement will only extend to the revised event if agreed to by both parties hereto.

***Optional Clause***

12. The sponsor shall indemnify, hold and save harmless, and defend the NAFI, its outlets and customers from any liability, claimed or established for violation or infringement of any patent, copyright, or trademark rights asserted by any third party with respect to goods hereby ordered or any part thereof. The spon-

sor further agrees to hold the NAFI harmless from all claims or judgments for damages resulting from the use of products listed in this contract, except for such claims or damages caused by, or resulting from the negligence of NAFI customers, employees, agents or representatives. Also, the Sponsor shall at all times hold and save harmless the NAFI, its agents, representatives and employees from any and all suits, claims, charges, and expenses which arise out of acts or omissions of the sponsor, its agents, representatives, or employees.

13. Each of the parties hereto acknowledges its right and responsibilities under this MOU.

Sponsor

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NAFI Representative

(normally marketing/sponsorship mgr.)

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Approval/Acceptance Authority

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## Attachment 3

## SAMPLE SOLICITED COMMERCIAL SPONSORSHIP AGREEMENT

1. The Morale, Welfare, and Recreation Fund at \_\_\_\_\_ (Base) \_\_\_\_\_, a nonappropriated fund instrumentality (NAFI) of the Air Force, plans to conduct \_\_\_\_\_ (Name of Event) \_\_\_\_\_ at \_\_\_\_\_ (Location) \_\_\_\_\_ on \_\_\_\_\_ (Date) \_\_\_\_\_. The event will be a \_\_\_\_\_ (Describe) \_\_\_\_\_.

2. The company/business responding to this solicitation and/or seeking to provide sponsorship for the above named event is: (name, address, etc.) \_\_\_\_\_

3. Items required/being sought by NAFI to support event include: (Examples are: Uniforms/Costumes, Equipment, Marketing/Promotion Materials, Advertising Support, Entertainment, Refreshments, Prizes, Cash, or in-kind services in lieu of items listed, or other.)

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

Dollar value of sponsorship sought \_\_\_\_\_

4. The sponsor/named above will provide: (List quantity and estimated dollar value)

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. (etc., including any additives such as promotional premiums to enhance the event)

Total value of sponsor's offer \_\_\_\_\_

Note: Sponsor will make checks payable to and deliver them to (the appropriate) MWR Fund at (mailing address) by (date).

5. This agreement is only for the period of the sponsored event, from \_\_\_\_\_ to \_\_\_\_\_, and may not exceed one year.

6. The activity responsible for inspection and acceptance of the sponsorship provided under this agreement is (identify activity).

7. In consideration of the funds, goods, and services to be provided by the sponsor, NAFI will provide recognition in promotional materials e.g., advertising, pre-event publicity/signage (Specify frequency/location), banners, posters, programs/hand-outs, danglers/counter cards, on-site signage/recognition, on-site product displays/demos/sampling, marketing in Services/AAFES (if coordinated and approved with AAFES), in-store radio announcements, registration/sign-up opportunities at events for leads, military and trade publication media, direct mail, event PA announcements, VIP recognition, and other. (Type and number of these benefits are negotiable.)

8. In addition, the NAFI will provide an after-action report to include exposure, media coverage, and any appropriate sales figures within \_\_\_\_\_ days after event. (*optional*)

9. The sponsor will:

a. Submit examples of all sponsor-provided recognition/advertising media, including samples of promotional items for prior review and approval in advance of the event, prior to \_\_\_\_\_, to allow for review before the event.

b. Add the official disclaimer "No Federal endorsement of sponsor(s) intended." to all recognition/advertising media and other promotional materials produced by sponsor in connection with the event.

c. Not use the sponsor name in any reference to event titles.

d. Not distribute to military personnel or other participants any premiums, samples, or giveaways with a retail value in excess of \$20.00 per person (no alcohol or tobacco samples regardless of retail value).

e. Not use any reference to an "official" vendor, product, or service, e.g., "The official soft drink of the tournament."

f. Not be provided any television, radio, movie, or video rights without prior written approval of HQ AFSVA/SVPCM and Assistant Secretary of the Air Force for Public Affairs.

g. Not use the insignia of the US Air Force, including the initials "USAF" or the seal, emblem, or Services logo, in any manner, without prior written approval of HQ AFSVA/SVPCM.

h. Not make, encourage, solicit, or accept any public acknowledgment or advertising, except as specifically authorized in this agreement.

i. Relinquish all ownership rights to any cash or other property provided (unless no-cost lease options are provided for in para 1), not charge any costs of sponsorship to any part of the Federal Government, and not receive any special concessions or other favored treatment not included in this agreement.

j. Certify, in cases of alcohol or tobacco sponsorships, that similar events have been sponsored by the same company in a civilian community and that the offered sponsorship will include responsible use caution. \_\_\_\_\_ (Date) \_\_\_\_\_ (Event)  
\_\_\_\_\_ (Location) .

10. No party will be responsible for events beyond its reasonable control, such as acts of God, weather delays, events of national emergency, etc. If the event is postponed due to one of the above, it may be rescheduled or canceled at the discretion of the NAFI. If the event is rescheduled, the terms of this agreement will only extend to the revised event if agreed to by both parties hereto.

11. The sponsor shall indemnify, hold and save harmless, and defend the NAFI, its outlets and customers from any liability, claimed or established for violation or infringement of any patent, copyright, or trademark rights asserted by any third party with respect to goods hereby ordered or any part thereof. The sponsor further agrees to hold the NAFI harmless from all claims or judgments for damages resulting from the use of products listed in this contract, except for such claims or damages caused by, or resulting from the negligence of NAFI customers, employees, agents or representatives. Also, the sponsor shall at all times hold and save harmless the NAFI, its agents, representatives and employees from any and all suits, claims, charges, and expenses which arise out of acts or omissions of the sponsor, its agents, representatives, or employees.

12. The NAFI may, by written notice of default to the sponsor, terminate this agreement in whole or in part if the sponsor fails to

- a. Deliver the supplies or perform the service within the time specified within this agreement or any extension;
- b. Make progress, so as to endanger performance of this agreement
- c. Perform any of the other provisions of this agreement

13. In the event either party fails to perform or endangers performance of any element of this agreement, the other party may terminate this agreement for default. In the event of a default termination the party at fault will be responsible for reimbursing the other party for any costs expended by the party not responsible for the default in anticipation of good faith performance. Reputation and good will are not a basis for damages. If one party disputes the reasons the parties will participate in arbitration by a neutral third party. The party at fault for the default will bear the costs for the arbitration. The arbitration will be binding on the parties and there may be no appeal to another forum of the decision of the arbitrator. Mediation may also be entered upon mutual agreement

14. The NAFI may terminate for convenience if military necessity or other factors beyond the control of the NAFI necessitate cancellation of the event. In the case of a termination for convenience, the NAFI will reimburse the other party only for direct expenses paid by the other party up to the time of receipt of notice of termination for convenience. The NAFI will not be responsible for any additional costs in the event of a termination for convenience.

15. Except as otherwise provided for in this agreement, any dispute or claim concerning this agreement which is not disposed of by agreement shall be decided by the below signed approval/acceptance authority, who shall state a decision in writing and mail or otherwise furnish a copy of it to the sponsors. Within 90 days from the date of receipt of such copy, the sponsor may appeal by mailing or otherwise furnishing to the approval/acceptance authority a written appeal addressed to the Armed Services Board of Contract Appeals, and the decision of the Board shall be final and conclusive. The contractor shall be afforded an opportunity to be heard and to offer evidence in support of any appeal under this clause. Pending final decision on such a dispute, however, the sponsor shall proceed diligently with the performance of the agreement and in accordance with the decision of the approval acceptance authority unless directed to do otherwise by that authority. This "disputes" clause does not preclude consideration of law questions in connection with decisions provided for above, provided that nothing in the agreement shall be construed as making final the decision of any administrative official, representative, or board on a question of law.

16. In any dispute arising out of this agreement, the decision of which requires consideration of law questions, the rights and obligations of the parties shall be interpreted and determined in accordance with the substantive laws of the United States of America.

17. The NAFI is an integral part of the Department of Defense and is an instrumentality of the United States Government. Therefore, NAFI contracts are United States Government contracts; however, they do not obligate appropriated funds of the United States.

18. No assignment by the sponsor, assigning its rights or delegating its obligations under this agreement, will be effective and binding on the NAFI until the written terms of the assignment have been approved in writing by the NAFI representative.

19. The NAFI may, by written notice to the sponsor, terminate the right of the sponsor to proceed under this agreement if it is found after notice and hearing, by the Secretary of the Air Force or his duly authorized representative, that gratuities (in the form of entertainment, gifts, or otherwise) were offered or given by the sponsor, or any agent or representative of the sponsor, to any officer or employee of the government or the NAFI with a view toward securing favorable treatment with respect to the awarding or amending, or the making of any determinations with respect to the performing of such contract. In the event this agreement is terminated as provided herein, the NAFI shall be entitled to pursue the same remedies against the sponsor as it could pursue in the event of a breach of contract by the sponsor, and as a penalty in addition to any other damages to which it may be entitled by law, to exemplary damages in an amount which shall be not less than three nor more than ten times the cost incurred by the sponsor in providing any such gratuities to any office or employee. The rights and remedies of the NAFI provided in this clause shall not be exclusive and are in addition to any other rights and remedies provided by law or under this agreement.

20. Factors to be considered by the NAFI sponsorship representative in determining which proposal or offer will be awarded the sponsorship opportunity may include first offer received, total dollar value, additives offered by sponsor, appropriateness of sponsor company or product with event, etc.

21. The NAFI reserves the right to change the conditions and terms if no proposal satisfies what the NAFI is seeking. If your firm is interested in continued participation if the terms and conditions are revised, indicate by checking the appropriate block and putting name and address of the person in your organization that should be contacted.

\_\_\_\_ I do want to be notified and will consider participation if terms and conditions change.

\_\_\_\_ I do not want continued participation if terms and conditions change.

22. For agreements worth more than \$10,000, Appendix A must be completed as a part of this agreement.

23. The sponsor will allow pictures and narrative descriptions of their sponsorship support to be published for the purpose of informing the public of their support and to illustrate sponsorship recognition in materials publicizing the commercial sponsorship program to other prospective sponsors. (*optional*)

24. The sponsors will be granted the right of first refusal for the next similar event within the next year. The right of first refusal entitles the current sponsor to match, or exceed, a proposal made by a third party seeking sponsorship of the event. The current sponsor may elect not to exercise their right of first refusal. If the current sponsor cannot match the bona fide offer of the third party, the sponsorship rights may be awarded to the third party. (*optional*)

25. Each of the parties hereto agrees that this document is signed by mutual consent of all parties and shall be binding upon their respective successors and assigns:

Sponsor NAFI Representative (normally marketing/sponsorship manager)

_____	_____
_____	_____
_____	_____



Approval/Acceptance Authority

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## LIST OF FAR CLAUSES INCORPORATED BY REFERENCE

The provisions of the following clauses set forth in the Federal Acquisition Regulation (FAR) or DoD FAR Supplement are hereby incorporated into this order or contract by reference with the same force and effect as though herein set forth in full. As used in the following clauses, the term "Government" is deleted and the abbreviation "NAFI" is substituted in lieu thereof. The date of each clause shall be the current date set forth in FAR or DoD FAR Supplement on the issuance date of this order or contract. Clauses made inapplicable by the reference or by the kind of order or contract (e.g., orders or contract for services instead of supplies) are self-deleting. The complete text of any clause incorporated in this document by reference may be obtained from contracting officer.

CLAUSE NO.	REFERENCE	CLAUSE TITLE
15	52.225-1	Certain Communist Areas
16	52.225-4	Contract Work Hours and Safety Standards Act-Overtime Compensation
18	52.222-26	Equal Opportunity
19	52.203-1	Officials Not to Benefit
21	52.222-35	Affirmative Action for Special Disabled and Vietnam Era Veterans
22	52.222-36	Affirmative Action for Handicapped Workers
23	52.223-2	Clean Air and Water (applies to agreements in excess of \$100,000)
24	52.222-3	Convict Labor
26*	52.203-7	Anti-Kickback Procedures
27*	52.203-7002	Statutory Compensation Prohibitions and Reporting Requirements Relating to Certain Former DoD Employees (APR 87) (applies to agreements in excess of \$100,000)
28	52.203-10	Remedies for Illegal or Improper Activity

\*Denotes DoD FAR Supplement

Appendix A, page 1

## PRESENTATIONS, CERTIFICATIONS, AND OTHER STATEMENTS OF OFFERORS OR QUOTERS

### 1. CERTIFICATION OF NONSEGREGATED FACILITIES (1984 APR)

a. "Segregated facilities," as used in this provision, means any waiting rooms, work areas, rest rooms and wash rooms, restaurants and other eating areas, time clocks, locker room, and other storage or dressing areas, parking lots, drinking fountains, recreation or entertainment areas, transportation, and housing facilities provided for employees which are segregated by explicit directive or are in fact segregated on the basis of race, color, religion or national origin, because of habit, local custom, or otherwise.

b. By the submission of this offer, the offeror certifies that it does not and will not maintain or provide for its employees any segregated facilities at any of its establishments, and that it does not and will not permit its employees to perform their services at any location under its control where segregated facilities are maintained.

c. The offeror further agrees that (except where he has obtained identical certifications from proposed subcontractors for specific time periods) it will:

(1) Obtain identical certifications from proposed subcontractors before the award of subcontracts under which the subcontractor will be subject to the Equal Opportunity clause;

(2) Retain the certifications in the files; and

(3) Forward the following notice to such proposed subcontractors (except where the proposed subcontractors have submitted identical certifications for specific time periods).

### NOTICE TO PROSPECTIVE SUBCONTRACTORS OF REQUIREMENT FOR CERTIFICATIONS OF NONSEGREGATED FACILITIES

A Certification of Nonsegregated Facilities must be submitted before the award of a subcontract under which the subcontractor will be subject to the Equal Opportunity clause. The certification may be submitted either for each subcontract or for all subcontracts during a period (i.e., quarterly, semiannually, or annually). NOTE: The penalty for making false statements in offers is prescribed in 18 U.S.C. 1001.

### 2. PREVIOUS CONTRACTS AND COMPLIANCE REPORTS (1984 APR)-The offeror represents that:

a. It ( ) has ( ) has not participated in a previous contract or subcontract subject either to the Equal Opportunity clause of this solicitation, the clause originally contained in Section 310 of Executive Order No. 10925, or the clause contained in Section 201 of Executive Order No. 11114.

b. It ( ) has ( ) has not filed all required compliance reports; and

c. Representations indicating submission of required compliance reports, signed by proposed subcontractors, will be obtained prior to subcontract awards.

**3. AFFIRMATIVE ACTION COMPLIANCE (1984 APR)-The offeror represents:**

a. It ( ) has developed and has on file, ( ) has not developed and does not have on file, at each establishment, affirmative action programs required by the rules and regulations of the Secretary of Labor (41 CFR 60-1 and 60-2), or

b. It ( ) has not previously had contracts subject to the written affirmative action programs requirement of the rules and regulations of the Secretary of Labor.

Appendix A, page 2

**Attachment 4****MWR EVENT SPONSORSHIP SOLICITATION ANNOUNCEMENT**

Base/Unit Date  
Branch  
Base designation  
State and zip

(Address)

**MWR EVENT SPONSORSHIP SOLICITATION**

The (NAFI name) at \_\_\_\_\_ AFB is seeking sponsorship for the \_\_ (event) \_\_\_\_\_ scheduled for \_\_\_\_ (date) \_\_\_\_\_. Offers for commercial sponsorship, addressing the requirements that are attached, should be submitted to (office & address of marketing/sponsorship mgr.). If you desire information not covered in the materials provided herein, you may call \_\_\_\_\_

\_\_\_\_ (appropriate name/number) \_\_\_\_\_. You may also fill in the appropriate blanks on the attached agreement and submit this as your offer. If you are submitting an offer in excess of \$10,000, the Appendix A attached must be reviewed, filled out, and returned with the offer.

Your offer may be hand carried or mailed, as long as the office named above by \_\_\_\_\_ (time and day) receives it. Unless an offer is withdrawn before \_\_\_\_\_ (time and day), \_\_\_\_\_ (NAFI name) may accept any offer submitted and create binding obligations under the terms of the attachments.

For more information, contact (name, address, etc.).

signature element

**Attachments:**

1. Solicitation Letter with optional enclosures
2. Sponsorship Agreement (required)

**Attachment 5**

**ANNOUNCEMENT ENCLOSURE**

HQ AFSVA/SVPCM  
10100 Reunion Place,  
Suite 402 San Antonio TX 78216-4138

Mr. xxxx  
XX Motors Corp.  
12345 Auto Ave.  
Motor City, State, 12345-0000

Dear Mr. xxxx

Your company can have weeklong product displays at 60 different US Air Force installations around the country. This opportunity is yours through the Air Force Services Agency's annual TOPS IN BLUE (TIB) Entertainment Showcase Tour. TIB is one of the many attractive marketing opportunities available with our commercial sponsorship programs. Commercial sponsorship puts you in direct contact with the Air Force tour and marketing directors of this prestigious Air Force program.

This free family entertainment tour is an important and integral part of the Air Force Services quality of life programs. TIB is a musical variety Broadway caliber show that has received rave reviews for over 40 years. Yearly audiences of over 500,000 ranging from 500 to 12,000 per performance, plus most of the 2 million-member Air Force community see or hear about this renowned Air Force program. It has a reputation equal to the Air Force Thunderbirds Aerial Acrobatic Demonstration Team. TIB shows are eagerly anticipated as one of the year's highlight at all installations and are supported personally by base and community leaderships.

Your financial support provides week-long display rights at each location, inclusion in our pre-event marketing materials, prominent signage recognition at each show location, recognition in the show's printed program, VIP recognition at performances, and base paper coverage of the event. Displays can be coordinated with the TIB concert schedule running from June to December 1998. A highly desirable consumer market of 2 million United States Air Force members may see displays. Daily traffic can produce multiple sponsor impressions totaling over 100 million. Base marketing staffs can coordinate display set-up at each location. Sole sponsor or various product category and support sponsorship levels are available. Additional TIB information and sponsor benefit details are enclosed. If you are interested in being a sponsor of TIB for 1998, please contact me for more information at the above return address, phone or fax, (210) 652-4945, FAX (210) 652-7033, or on the Internet at: (your Internet address). We look forward to working with you!

Sincerely

(your name)

Commercial Sponsorship Manager

Attachment:

Sponsorship Brief

Sponsor Support:

Financial support. Amount to be determined.

Product Displays (maximum of three per installation, at approximately 60 locations in the US).

Company representatives are allowed at displays to provide information, answer questions, and hand out advertising materials. No sales activities are permitted at actual display locations.

Banners, posters, and other signage with advertising copy for local or national dealers.

Air Force Support:

Negotiate for best high-visibility display locations, with local installation commander approval.

Arrange for 1-week display in conjunction with promotion of TIB performance.

Include sponsor logo/name sponsor recognition on all corporate and local TIB promotional materials, in souvenir programs, and in media releases. (See Promotional Strategies and Benefits in Complete Summary for details.)

Place a minimum of two sponsor provided, or TIB, event banners with sponsor recognition in prominent locations at all TIB performances. Provide public address recognition for sponsors during pre-show activities.

Invite and escort corporate or local sponsor representatives to performances and protocol functions with TIB cast.

Assist as necessary with manpower to pick up, place, monitor, and return displays as negotiated.

## COMPLETE EXECUTIVE SUMMARY: SPONSOR PROMOTIONAL OPPORTUNITY

Event:

US Air Force TOPS IN BLUE (TIB) Entertainment Showcase Tour. Approximately 100\* performances are scheduled for Air Force bases worldwide from June to December. TIB is a world-class, musical variety, wholesome family appeal show, with a cast of 30 active-duty Air Force men and women. The free shows reach 500,000 people in person and the vast Air Force population through an extensive media campaign. Past premier performances include the 1985 Super Bowl half time Show, Ed Sullivan's Toast of the Town, and several performances with Bob Hope. The high-visibility and reputation of TIB, plus a continuing favorable attitude of the military make this a unique, lucrative, and cost-effective sponsorship opportunity.

Specific Support Requirements:

Cash, products, or in-kind services for air and ground transportation; food, lodging, and wardrobes; venue rental; production equipment including laser display; promotional support, program printing and communications services; and souvenirs and door prizes.

Promotional Strategies:

A corporate campaign is centrally developed and managed to include standardized collateral materials and activities to provide maximum sponsor recognition and audience participation.

All performances are promoted a month in advance with posters, flyers, table-tents, base paper articles, and local media and base cable channel PSAs recognizing sponsors. Total cross marketing with other ongoing events and promotional "eye catchers" in Services facilities (including base marquees), base exchange, commissary, dining halls, and other high-traffic areas on base, can produce over 100 million impressions for sponsors during the 9 month tour.

Sponsor name and logo recognition is part of Air Force produced advance promotional signage at all on-base AFSV facilities and signage at event. Sponsor provided promotional signage and collateral materials may contain approved advertising copy.

Other publicity possibilities include *Airman Magazine*, *Air Force Times*, *Federal Employee*, and retiree newsletters; possible *Air Force Now* (video magazine news) and expansive local community and media interest for civilian venue performances.

Sponsorship Benefits:

Total (exclusive) sponsorship at the \$XXX (total budget) level provides "Title Sponsor" status\*\* and total worldwide recognition, publicity, and support from base-wide Air Force Services facilities including clubs, recreation centers, and snack bars; worldwide product display opportunities; product category exclusivity; VIP involvement with guest celebrities, and military dignitaries; opportunities for special sponsor activity performances; and rights to include sponsorship in corporate advertising.



Major (partial) sponsorships at lesser levels are negotiable for some or all of the following benefits:

- a. Product category exclusivity.
- b. Product displays and distribution of company brochures, flyers, promotional items, and program inserts at event.
- c. Banner display privileges (maximum of three, 3x6 feet, per event).
- d. Additional worldwide recognition on Air Force produced programs, posters, flyers, table tents, etc., (approximately 150,000 programs and 50,000 posters, etc., are produced and distributed to bases in advance of tour). All Air Force produced publicity and media recognizes sponsors (with company name/logo) as "major or participating sponsor."
- e. Recognition in direct mail marketing to 360,000 Air Force Club members worldwide.
- f. Opportunity to compete for broadcast/recording rights subject to approval by HQ USAF.
- g. VIP packages for selected shows (reserved seating, public address recognition, and cast party invitations).
- h. First rights of refusal for 199x program.

Sponsorship categories and benefits are based on primary Air Force needs and existing policy limitations. All sponsor offers will be reviewed. Additives and in-kind services will be considered in determining sponsor values. All sponsors will be recognized in souvenir programs distributed at event and receive copies of military press clippings.

The Air Force Services mission is to improve Air Force members' productivity through promoting fitness, esprit de corps and quality of life for Air Force families. Programs like TOPS IN BLUE, base-wide family celebrations, and many sports and leisure time programs, which increase the awareness, understanding, appreciation and support of the Air Force Services mission and activities, and of participating sponsors.

\* Sponsorship and sponsorship recognition at overseas locations (see schedule sample) are possible contingent on existing contracts with Army and Air Force Exchange Services or other overseas domestic automobile sales agents.

\*\* Title sponsorship means "Air Force Services" and "Sponsor" present TOPS IN BLUE.

## Attachment 6

## ADVERTISING PURCHASE ORDER

**Services Logo**

Name of Company/Advertiser:

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Company Agent Name:

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Mailing/Billing Address:

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(All ads must be prepaid)

State/Zip:

---

Phone/Fax:

---

**Purchase Order for NAFI Advertising**

Name (of advertising program mgr):

---

Unit:

---

Mailing Address:

---

City/State/Zip:

---

Phone/Fax:

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NAFI edition or product for placement of advertising:

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(type, title of pub, location of sign, etc.)

Publication date(s): \_\_\_\_\_

Number, frequency, or duration of ad: \_\_\_\_\_

Description/size of ad: (color/b&amp;w, full, 1/2, 1/4 page, vert, horiz, sq., bleed/non/bleed, spot color, etc.)

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Special instructions:

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Materials from advertiser: (camera ready artwork, negatives, disks, etc.,)

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Applicable deadlines:

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Ad Rate: \_\_\_\_\_ Any discounts: \_\_\_\_\_ Other charges (for design,  
negatives, etc.): \_\_\_\_\_

Total cost: \_\_\_\_\_ Method of payment:

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(charge card type/number, check number)

Payment accepted by \_\_\_\_\_ (print name) . \_\_\_\_\_ (initial)

Acceptance and publication of advertising does not constitute endorsement by the United States Air Force or its instrumentalities. All ads submitted to the NAFI will contain a disclaimer, or have one added, to state "Paid Ad. No Federal endorsement of advertiser intended." The NAFI reserves the right to reject advertising that in the opinion of the NAFI, is unsuitable.

The NAFI accepts and publishes this ad with the explicit understanding that the advertiser providing same is authorized to use the entire contents and subject matter thereof. This sale is subject to provisions of HQ AFSVA Advertising Policy Handbook, 21 Aug 96.

Order placed by:

Advertiser: \_\_\_\_\_

(Please Print Name)

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

**Attachment 7****SAMPLE ANNOUNCEMENT ON ADVERTISING SALES**

The economic impact of \_\_\_\_\_ AFB on the local business community is over \$\_\_\_\_\_ annually. \_\_\_\_\_ AFB provides approximately \_\_\_\_\_ jobs to the local area. In an average week/day/month, \_\_\_\_\_ AFB military members spend over \$\_\_\_\_\_ off base. This valuable consumer market is now available to you through advertising in Services marketing and promotional materials.

Department of Defense policy permits commercial advertising with \_\_\_\_\_ AFB Services activities. Services activities include a wide variety of recreational and leisure time activities that are the essence of the quality-of-life programs for our Air Force community. This includes active duty and retired Air Force members and families, Guard and Reserve members, other area military services, and federal employees.

Advertising in promotional materials such as club calendars, bowling and golf scorecards, Information Ticket and Tour brochures, and Services event calendars can reach up to \_\_\_\_\_ readers daily. If you are interested in these opportunities please call \_\_\_\_\_.

## Attachment 8

## INSTRUCTIONS FOR QUARTERLY REPORTING OF SPONSORSHIP

**A8.1. Program Purpose.** The Commercial Sponsorship Reporting software is designed to give each base an easy way to enter the data in a standard format that can be forwarded to the MAJCOM and then from the MAJCOM to the Agency. This data will give management at all levels several ways to see the type of sponsorship that has been received or can be expected for planning and organizing events. Please remember that unless the amounts entered at all levels are accurate the amounts reported will not be accurate.

**A8.2. Entering Data in Top Section of Form.**

**Figure A8.1. Commercial Sponsorship Report Table.**

	Solicited	Unsolicited (Alcohol)	Unsolicited (Tobacco)	Unsolicited (Other)	Sponsor Subtotal	Gifts / Donation	Advertising	Grand Total
Cash (Budgeted)	.00	.00	.00	.00	.00	.00	.00	.00
Cash (Not Budgeted)	.00	.00	.00	.00	.00	.00	.00	.00
Merchandise (Budgeted)	.00	.00	.00	.00	.00			.00
Merchandise (Not Budgeted)	.00	.00	.00	.00	.00	.00		.00
Total	.00	.00	.00	.00	.00	.00	.00	.00

Next Record Previous Record New Record Delete Record First Record Last Record Exit Program

**A8.2.1. Base.** To change the base click on the arrow on the right side of the box. This will drop down a list of bases. Scroll down to find your base and click the mouse on the base name to select it.

**A8.2.2. Event Date.** These two boxes are for the dates of the event. The first box is for the start date and the second box is for the end date of the event. Click mouse on the box and enter the dates in the format mm/dd/yy where mm is the month from 01 to 12, dd is the day of the month from 01 to 31, and yy is the year. If this is a 1-day event enter the same date in both boxes.

**A8.2.3. Event.** If this is the first time the event is entered, click on the box and type the name of the event. If the event has already been used in another record, use the mouse to drop down the list of events that have been entered and scroll down to select the event. (Type or Select) Use drop downs whenever possible. Any change in the event name will generate a new event in the program.

**A8.2.4. Services Program Benefiting.** This is a select only field. Click on the arrow and scroll down to the program that will benefit from this sponsorship, click on the program to select it. (Select only)

**A8.2.5. Name of Sponsor or Advertiser.** If this is the first time the sponsor or advertiser has been used in the software, click on the box and type in the sponsors or advertiser name. If the sponsor or advertiser has been used before, click on the arrow and scroll down to select.

**A8.2.6. Brand Name or Cash.** This is another type or select box. If the brand name or the word cash has not been entered into the software, click on the box and type it in. Otherwise click on arrow and scroll down to the brand name. Click on the brand name to select. An example of a primary brand name would be Miller where XYZ Distributing is the sponsor and Miller is the brand name received. This will help keep your brand name list from becoming long and complicated, but will allow management to determine that XYZ Distributing was a Miller distributor. When describing the product use primary brand name such Budweiser instead of Budweiser Light and O'Douls, put secondary brand names in the remarks section if applicable.

**A8.2.7. Type of Sponsor or Advertiser.** This will be used to categorize your sponsorship or advertiser items. Click on the arrow and scroll down to select the type of sponsor or advertiser for this record.

**A8.2.8. Type of Ad Media Sold.** Use the mouse to drop down and scroll to the type of ad media that is going to be used for this advertiser. If this is sponsorship, leave type of Ad Media Sold drop down box blank.

**A8.2.9. Remarks button.** This button can be used to bring up a comment box for your use to clarify any of the data entered in this record.

### **A8.3. Entering Data in the Amount Matrix.**

#### **A8.3.1. Definition of Terms used in Matrix.**

**A8.3.1.1. Cash.** Self explanatory. (This is exclusive to sponsorship agreements and does not include pure cash gifts, contributions, or donations entered in gifts/donations field.)

**A8.3.1.2. Merchandise.** Merchandise is any in-kind products or merchandise provided by a sponsor that has a tangible value and either save money, e.g., food and drink, or enhance the enjoyment and value of an event, e.g., T-shirts, hats, water bottles, flags, commemorative giveaways, etc. Free services such as media advertising, equipment rental, talent values, etc., are also merchandise. (This is exclusive to sponsorship agreements and does not include pure cash gifts contributions, or donations entered in gifts/donations field.)

**A8.3.1.3. Solicited.** Support received from sponsors as a result of a properly advertised and solicited process. Remember do not solicit from alcohol or tobacco companies. Additionally, solicit only from consumer product divisions of defense contractors i.e., GE domestic appliances, not the GE jet engine division.

**A8.3.1.4. Unsolicited.** Any support received from sponsors who contact you first, are repeating previous involvement, or are offering support from general knowledge or hearsay. Remember, you can accept UNSOLICITED sponsorship from alcohol, tobacco, or any branch of defense contractors, even if you have solicited properly for other sponsors. The value of T-shirts, hats, and other similar items that carry the logo or name of an alcohol or tobacco company should be entered under unsolicited alcohol or tobacco.

**A8.3.1.5. Budgeted.** Amount or value that goes to offset the event budget. This would include cash or products provided that replace the need to purchase similar products, e.g., soft drinks, uniforms, and door prizes, etc. NOTE: Do not make sponsorship a part of your budget. Sponsorship cannot be predicted or guaranteed for regular or planned event budgets. The offset to budget figure, therefore, will represent actual dollar savings or the financial benefits attributed to sponsorship.

**A8.3.1.6. Not Budgeted.** Amount that does not go to offset the event budget. This would include excess cash or extra products that increase profit or enhance the event beyond budgeted plans, e.g., free samples, souvenirs, individual giveaways, free advertising, etc. This would also include all support for an unplanned (therefore not budgeted) event that is made possible through sponsorship. Always enter the not budgeted in-house expenses and concessions income incurred in this situation to assess the net value of sponsorship. Use the remarks section if needed.

**A8.3.1.7. Gifts and Donations (Optional).** If your command is tracking simple donations to Services (not accounted for in sponsorship agreements) enter the amount in the appropriate box.

**A8.3.1.8. Advertising.** Enter the amount of cash from advertising sales (per advertising contract) for any advertising sales.

**A8.3.2. Examples on Entering Amounts in Matrix.** The easiest way to explain this portion of the program is by example. Here are a couple of examples for you to go by.

**A8.3.2.1. Example 1.**

A8.3.2.1.1. The base Bowling Center has scheduled the annual Fall Bowling Tournament for 25 Oct 98. After following the correct procedures for contacting competitors, "X Company" agreed to sponsor the tournament by giving \$2,500.00.

A8.3.2.1.2. The tournament was being held with or without sponsors, therefore, this amount is budgeted. Since you made the first contact to "X Company," this is solicited. To enter Cash amount go down the solicited column to the Cash (budgeted) and enter the \$2,500.00 amount in this box. (Cash Budgeted-Solicited)

**Example 2**

Services sells space in October's edition of the newsletter to Tom's Used Junkers for \$500.00 to advertise his Junkers.

To enter this in the reporting software you would go down to the Advertising column to the Cash (Budgeted). (Cash Budgeted-Advertising)

**Example 3**

The SVS Squadron Commander would like to hold a golf tournament over the 4th of July weekend (2-4 July). You have a local restaurant, Sam's Great Meals, that has asked to sponsor

a golf event by giving 100 T-shirts with their name worth \$1,000.00 and \$3,000.00 cash for prizes.

The golf tournament depends on this and possible other sponsors for support so this would not be budgeted. Since you did not solicit the restaurant this is unsolicited. To enter the amount in the reporting software, go down the Unsolicited (Other) and enter \$3,000.00 into the Cash (Not Budgeted) row and \$1,000.00 into the Merchandise (Not Budgeted) row.

#### A8.4. Drop Down Menus.

Figure A8.2. Export Data.

##### A8.4.1. File.

**A8.4.1.1. Export Data.** This is the process used for each base to forward the base Sponsorship data to the MAJCOM. And will also be used for the MAJCOM to forward their data to the Agency. Figure 4.1 shows the window that appears for exporting data.

**A8.4.1.1.1. Event Start Date From and Event Start Date To.** These boxes are used to select the time frame (quarter) to be forwarded. The Event Start Date on each record will be used to determine if the record is exported or not. An example to this would be 01/01/98 in the **from** box and 03/31/98 in the **to** box to forward the first quarter of '98.

**A8.4.1.1.2. Export to File Name.** This is the name of the file that the data to be forwarded will be exported to. When entering the file name use the mouse to set the **Drive** and **Directory** that the file will reside in, click on the **Export to File Name** box and type in the **file name**.

#### NOTES:

Remember the location and File name of this file because this is the file you need to attach to your email to MAJCOM or copy to the floppy to mail to your MAJCOM.

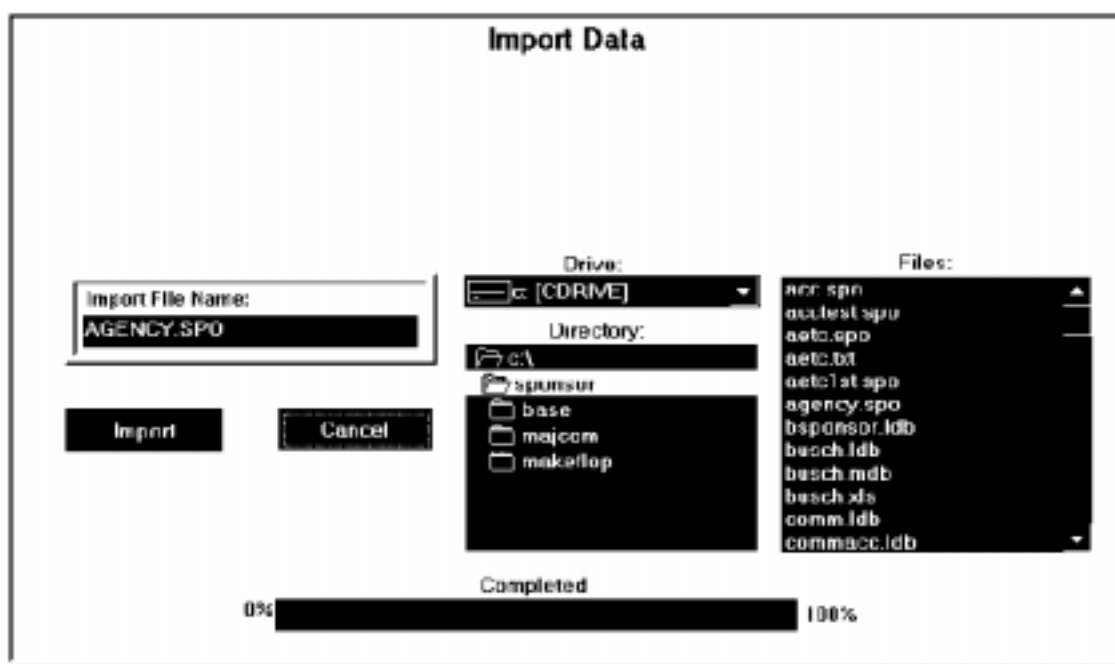


It is suggested that a good naming convention for the files is to use the 3 digit abbreviation for base, the quarter number, and the year, with the extension of SPO for sponsorship.

Example: Randolph's third quarter of '98 would be **RAN398.SPO**

**A8.4.1.1.3. Export or Cancel buttons.** The Export button is used to begin the process of exporting. Use the Cancel button to abort Exporting.

**Figure A8.3. Import Data.**



**A8.4.1.2. Importing Data.** This process will be used at the MAJCOMs to include a base's data into their database. Figure 4.2 shows the window that will appear when Importing Data is selected. Use the **Drive**, **Directory**, and **Files** to select the file to be Imported. Clicking on the file in the Files box will move the name to **Import File Name** box. After selecting the file to be imported click on the **Import** button to begin importing data. Use the **Cancel** Button to abort.

**A8.4.1.3. Backup Data.** This process will be used to backup data at all levels after data has been sent forward and before clearing data. To Backup Data the window that appears looks similar and the process is the same as Exporting Data. Please refer to Exporting Data for further instructions.

**A8.4.1.4. Restore Data.** This process will be used to restore data that has been backed up using the Backup Data. Like Importing data use the **Drive**, **Directory**, and **Files** in the restore window to select the file to be restored. Clicking on the file in the **Files** box will move the name to **Restore File Name** box. After selecting the file to be restored click on the **Restore** button to begin importing data. Use the **Cancel** Button to abort.

**Figure A8.4. Clearing Data Out of Database.**

**Clearing Data out of Database**

**Time Frame to Clear out**

Event Start Date FROM:

Event Start Date TO:

Enter the FROM and TO for the time frame you would like cleared. If FROM date is left blank all data prior to the TO date will be deleted. If the TO date is blank, all records after the FROM date will be deleted. If both dates are left blank, all records in the data base will be cleared out.

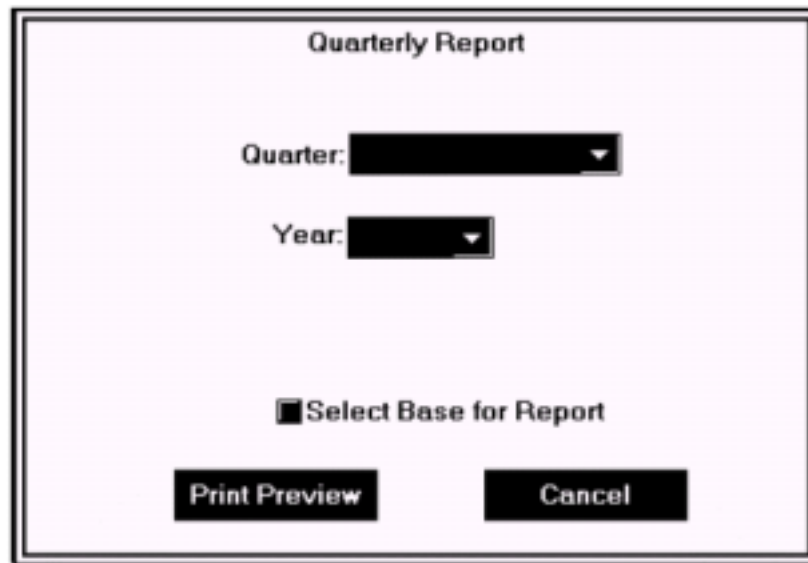
**A8.4.1.5. Clear Data:** This will remove data from database for a selected time frame. Looking at Figure 4.3 you can see that Event start date from and to are used to select the time frame of records to be removed from the database. After selecting the dates to remove click on the Clear Data button. To abort use the Cancel button.

#### **A8.4.2. Reports.**

**A8.4.2.1. Printer Setup.** This will bring up your windows printer setup screen to enable you to select options available on your printer.

**A8.4.2.2. Print Record.** This will print the record currently on the screen.

Figure A8.5. Quarterly Report.

The image shows a software dialog box titled "Quarterly Report". Inside the dialog, there are two dropdown menus. The first is labeled "Quarter:" and the second is labeled "Year:". Below these menus is a checkbox labeled "Select Base for Report". At the bottom of the dialog, there are two buttons: "Print Preview" on the left and "Cancel" on the right. The dialog box has a light gray background and a double-line border.

**A8.4.2.3. Quarterly Total Report.** This report will give totals for each of the cells in the matrix for the quarter specified. To specify the desired quarter click on down arrow in the Quarter box and then click on the desired quarter. For a yearly report select whole year. After the Quarter has been selected click on the down arrow on the year and select the year. Click on the Print Preview button to see the report. See the Print Preview Screen below for details.

The Select Base for Report is for use at the MAJCOMs to look at a specific bases report after their data has been imported.

Print Preview Screen:

**A8.4.2.4. Event.** This works like the Quarterly Total Report except it will print a page for each Event in the database for the time frame selected.

**A8.4.2.5. Benefiting Program.** This works like the Quarterly Total Report except it will print a page for each Benefiting Program in the database for the time frame selected.

**A8.4.2.6. Sponsor Name.** This works like the Quarterly Total Report except it will print a page for each Sponsor Name in the database for the time frame selected.

**A8.4.2.7. Brand Name.** This works like the Quarterly Total Report except it will print a page for each Brand Name in the database for the time frame selected.

**A8.4.2.8. Type of Sponsor.** This works like the Quarterly Total Report except it will print a page for each Type of Sponsor in the database for the time frame selected.

**A8.4.2.9. Type of Ad Media.** This works like the Quarterly Total Report except it will print a page for each Type of Ad Media in the database for the time frame selected.

**A8.4.2.10. Base.** This works like the Quarterly Total Report except it will print a page for each Base in the database for the time frame selected.

#### **A8.4.3. Search.**

Figure A8.6. Search for Event.

The screenshot shows a dialog box titled "Search for Event". Inside, there is a label "Select the Event to Search for" positioned above a dropdown menu. Below the dropdown menu, there are three buttons arranged in a grid: "Search for First" on the left, "Search for Next" on the right, and "Cancel" centered below the other two.

**A8.4.3.1. Event.** Looking at Figure 4.5, there is a drop down box with all the Events that are in the database. After selecting the event click on either Search for First or Search for Next.

**Search for First** will start at the beginning of the database and find the first record containing the selected event. **Search for Next** starts the search from the record currently on screen.

Figure A8.7. Search Event Date.

The screenshot shows a dialog box titled "Search on Event Date". Inside, there is a label "Date to Search On" above a text input field. Below the input field, there are three radio button options: "Events on this Date", "Events On or After this Date", and "Events On or Before this Date". At the bottom, there are three buttons: "Search First", "Search Next", and "Cancel".

**A8.4.3.2. Event Start Date.** Looking at Figure 4.6, there is a text box for typing in the search date and options on how to do the search:

**Events on this date** will find only records that match the date specified.

**Events on or after this date** will find records that match or are after the date specified.

**Events on or before this date** will find records that match or are before the date specified.

**Search for First** will start at the beginning of the database and find the first record containing the selected date. **Search for Next** starts the search from the record currently on screen.

**A8.4.3.3. Benefiting Program.:** There is a drop down box with all the Benefiting Programs that are in the database. After selecting the benefiting program click on either Search for First or Search for Next.

**A8.4.3.4. Sponsor Name.** is a drop down box with all the Brand names that are in the database. After selecting the brand name click on either Search for First or Search for Next.

**A8.4.3.5. Brand Name.** There is a drop down box with all the Brand names that are in the database. After selecting the brand name click on either Search for First or Search for Next.

**A8.4.3.6. Type of Sponsor.** There is a drop down box with all the Types of Sponsors that are in the database. After selecting the type of sponsor click on either Search for First or Search for Next.

**A8.4.3.7. Type of Ad Media.** There is a drop down box with all the Type of Ad Media that are in the database. After selecting the type of ad media click on either Search for First or Search for Next.

**A8.4.3.8. Base.** There is a drop down box with all the bases that are in the database. After selecting the base click on either Search for First or Search for Next.

**A8.4.4. Order.** The records in the database will be sorted in ascending order by the field you select, i.e., Selecting **by Event** the records will be sorted by the Event.

#### **A8.4.5. Help.**

**A8.4.5.1. Help on Program.** Brings up a window containing help in using the software and definitions of key sponsorship terms on the program.

**A8.4.5.2. About Program.** Gives the version number of the program along with telephone numbers and names to call if you have questions or comments on the software.

**Attachment 9****BENEFITS TO THE SPONSORS**

**A9.1.** Sponsorship provides commercial sponsors with cost effective access to a highly desirable 2.5 million member consumer market which is easily identified, reached, segmented, and targeted, and which provides an effective and direct one-on-one contact opportunity with the targeted consumer. Sponsors are provided certain categories of public recognition or limited advertising in return for sponsorship support. Benefits, which can be effectively marketed to prospective sponsors, include the following:

A9.1.1. Name recognition with a proven brand-loyal group, e.g., signage, public address announcements, title recognition (sponsored in part by), and sponsor representative involvement/ hospitality

A9.1.2. Direct mail, couponing, participant registration, brochure distribution, and survey options.

A9.1.3. Sales through cross-merchandising in retail facilities.

A9.1.4. Product display, demonstration, and sampling.

A9.1.5. Company name/logo/trademark and slogan identification on premium hand-outs, posters, flyers, printed programs, table tents, signs, banners, coupons, scoreboards, tickets, other types of marquees, and sponsor-provided promotional giveaways.

A9.1.6. Limited advertising messages are also permissible when the sponsor provides the collateral materials at no cost.

A9.1.7. Cross marketing support in all appropriate Services, AAFES, and commissary facilities.

A9.1.8. Base newspaper coverage, community access cable TV, Armed Forces TV in overseas locations.

A9.1.9. Off-base promotional opportunities and limited corporate advertising opportunities

**A9.2.** Restrictions include the required use of disclaimers on all promotional materials and prohibiting sales; however, sponsors who have current sales agreements with AAFES, DeCA or SVS resale facilities may sell in those areas and "advertise" at the event. SVS personnel must refrain from any actions or words, which can be perceived as sponsor endorsement.

A9.2.1. Sponsors may not be "endorsed" by DoD and their products may not be designated as "official" products of an event, SVS, the Air Force, or any DoD element.

A9.2.2. Title sponsorship, or recognition of sponsor's name, trademark, or service in the name of an event, is prohibited.

A9.2.3. Agreements must be written and receive contracting and legal review.

A9.2.4. Soliciting of alcohol or tobacco companies and free distribution of samples from these sponsors are prohibited.

**Attachment 10****DO'S AND DON'TS SUMMARY**

**A10.1.** Don't solicit for specific sponsorship without first getting concept approval from the installation commander, advertising, and preparing preliminary documents.

**A10.2.** Do market the general sponsorship program so potential sponsors are aware of opportunities.

**A10.3.** Don't solicit for alcohol or tobacco sponsorships in any case.

**A10.4.** Do get unsolicited offers in writing early on.

**A10.5.** Don't offer sponsors special treatment, favors, or business beyond those authorized under the Commercial Sponsorship Program and addressed in the appropriate agreement.

**A10.6.** Do provide sponsors the maximum recognition, publicity, advertising, and cross marketing/merchandising allowable by rules and agreed to by the commander as commensurate for their level of support.

**A10.7.** Don't forget to use disclaimers. Don't permit sponsor use of any DoD insignia without proper coordination.

**A10.8.** Do get PA support for coverage before, during, and after your events. Try to get events video-taped as well.

**A10.9.** DO NOT PROMISE WHAT YOU CANNOT DELIVER.

**A10.10.** DO DELIVER WHAT YOU PROMISE AND THEN PROVIDE COMPLETE AFTER ACTION REPORTS TO SPONSORS. Sponsor recognition includes:

A10.10.1. Credit in publicity, program, and promotional materials excepting sponsor identification in the event's title.

A10.10.2. Posters, banners, flyers, etc., may include sponsor name, logo, and short slogan. Everything requires an easily readable disclaimer.

A10.10.3. All advertising and promotional materials must be in good taste and approved in advance by the designated official.

A10.10.4. Sports uniforms may identify sponsor if a disclaimer is read aloud at least once at event or a disclaimer is prominently displayed at event where team is participating.

A10.10.5. Giveaway samples of \$20 or under in value per individual are allowed except for alcohol or tobacco products.

A10.10.6. Displays or demonstrations of sponsors' products or services including displays of sponsor informational pamphlets, samples or coupons, and registrations for drawings, or surveys, are allowed.

**Attachment 11****WHERE CAN SPONSORSHIP WORK****A11.1. Sports.**

A11.1.1. Base championships, varsity/intramural teams/events.

A11.1.2. Golf, bowling, billiards, tennis, and skeet tournaments.

A11.1.3. Volkssports, youth sports, marathons, 10K runs.

A11.1.4. Fitness programs, aerobics, family sports, etc.

A11.1.5. Outdoor recreation, nature trail events, camp-outs.

**A11.2. Club activities.**

A11.2.1. Membership drives/appreciation nights, retiree nights.

A11.2.2. Special events, e.g., Las Vegas nights, holiday celebrations, theme parties, karaoke and comedy nights, etc.

**A11.3. Youth activities.**

A11.3.1. Teen volunteer programs, science fairs, reading programs, Halloween haunted houses, circuses, magic shows, etc.

A11.3.2. Graduation parties, holiday dances/parties.

**A11.4. Community activities.**

A11.4.1. Talent contests, entertainment.

A11.4.2. ITT travel shows, tours.

A11.4.3. Month of the Military Child, National Library Week, Easter egg hunts.

**A11.5.** The sale of advertising space in Services NAFI media is authorized, but permanent tee-markers, scoreboards, marquees, etc., recognizing sponsors with visible advertising can also be obtained through formal sponsorship procedures for a bona fide event. If a solicitation has been published (with signs as one of the desired options), or a sponsor or broker offers signs as part of an unsolicited sponsorship for a Services event, signs recognizing sponsors can be accepted. The sign becomes the permanent property of the NAFI. Sponsor recognition on sign agreements is limited to 1 year. Continued sponsor recognition may be provided for additional 1-year periods (not to exceed a total of 5 years) if each additional 1-year extension is supported by additional consideration, e.g., by replacing the existing signs, providing "refurbishment" of signs, or unsolicited sponsorship of additional events.

**A11.6.** Sponsors must relinquish ownership of items provided in writing or specify that they are being provided on a no-cost loan basis to the NAFI receiving the sponsorship. The loan option should be prudently used and reserved for unique situations where it is the only workable alternative. Loan agreements must stipulate that sponsors warrant the items and component parts against failure and agree to provide maintenance.



**A11.7.** Certain categories of events cannot be included in the sponsorship program. These include:

A11.7.1. Non-official base sports teams/events, e.g., a lacrosse or rugby team with several non-military members participating in a community league.

A11.7.1.1. Normal facility operating expenses, fixtures, or construction

A11.7.1.2. Private organization or unit-sponsored programs and activities, e.g., wives' clubs, hospital "M.A.S.H. bash," unit fund-raisers, military bands

A11.7.1.3. Services conferences or workshops.

A11.7.2. Air Shows/Open House Static displays, entertainment, and receptions, etc. Military air show/open house programs are primarily public affairs activities. They are not intended as MWR events. This does not preclude Services involvement in legitimate MWR functions of the events. Air show/open house-type events are a lucrative opportunity for sponsorship. Commercial sponsorship is not authorized for appropriated fund functions in an Air Show. For specific guidance, refer to AFI 34-262, *Services Program Use and Eligibility*. Keep flexibility for accepting potential sponsorship offers in support of the MWR elements of the events. Additionally, these are opportunities to market Services' MWR programs as well. Static displays and pamphlet distribution can increase awareness, appreciation, participation and support.

**Attachment 12****SPONSOR PRE-EVENT EVALUATION CRITERIA**

**A12.1.** The following questions represent some of those asked by major international companies in evaluating sponsorship opportunities. Use these as helpful background in preparing solicitations and executive event summaries.

- A12.1.1. Will the event achieve corporate promotional or sales objectives?
- A12.1.2. Does the event project the right image?
- A12.1.3. Can the event be supported with limited sponsor staff involvement, or handled entirely by the event staff?
- A12.1.4. Is the event cost effective to optimize the association?
- A12.1.5. Will the target audience identify with sponsors' other promotion activities?
- A12.1.6. Is there a sufficient level of brand visibility with product sales, cups, banners, and merchandise?
- A12.1.7. What is potential level of sponsorship awareness in TV, radio, and papers, print?
- A12.1.8. How effective (professional) are the Services collateral materials...what kind, how elaborate? What is cost of sponsor producing same?
- A12.1.9. What is potential for interaction with target audience?
- A12.1.10. What is size of target audience?
- A12.1.11. What is level of maximum exposure for sponsor, e.g., number of days, weeks, months?
- A12.1.12. What is potential for annual event/activity continuity?
- A12.1.13. Are there any other values like tickets, parties, VIP hospitality, interacting with local dignitaries, visibility in event ceremonies, photo opportunities, etc.?
- A12.1.14. Are there any direct mail or client list development opportunities?

**Attachment 13****SPONSOR POST-EVENT EVALUATION CRITERIA**

**A13.1.** Sponsor's likelihood of repeat involvement depends on the event's success and the success of sponsor involvement. These are some of the things you should use to evaluate that success.

A13.1.1. Evaluation criteria.

A13.1.2. Number and copies of press releases sent out with circulation figures.

A13.1.3. Dollar value of a paid ad as well as number of impressions.

A13.1.4. Number of attendees at event.

A13.1.5. Number of sponsor mentions, signage, banners, etc., at event.

A13.1.6. Number and total amount of sales of sponsor's product at commissary and exchange.

A13.1.7. Television/radio coverage of event.

A13.1.8. Number of times an ad ran on electronic media, audience demographics, and number of impressions.

A13.1.9. Video tapes and photo coverage.

A13.1.10. Audience surveys or other reactions at event conveying event satisfaction, sponsor awareness.

A13.1.11. Smooth operation of event, adherence to deadlines and agreement.

A13.1.12. Dollars generated by event.

A13.1.13. Services satisfaction with sponsor.

A13.1.14. Put as much of this information as possible into an after action report book for presentation to sponsor.

**Attachment 14**

**CHECKLIST FOR EVENT PUBLICITY/PROMOTIONS**

**A14.1. ON BASE.**

- A14.1.1. All Services publications, flyers, calendars, bulletin boards, etc.
- A14.1.2. Base newspapers.
- A14.1.3. Installation cable TV/radio.
- A14.1.4. High traffic areas, billboards, marquees, and Exchange mall displays.
- A14.1.5. In dormitories/day rooms.
- A14.1.6. At on-base commercial facilities like credit unions.
- A14.1.7. At all other Services events/facilities (include flyers or coupons in video checkouts, fast-food carryout, etc., share ad costs).
- A14.1.8. Commissary/Exchange malls, bulletin boards, checkout counter flyers.
- A14.1.9. Commanders' newsletters, daily bulletins, E-mail, computer networks.
- A14.1.10. Direct mail to facility and activity memberships.

**A14.2. OFF-BASE (if event is open to the public)**

- A14.2.1. Civilian newspapers, radio/TV stations.
- A14.2.2. Chamber of Commerce and other non-profit civic groups
- A14.2.3. State/local tourism offices.
- A14.2.4. Area schools.
- A14.2.5. Similar interest groups.
- A14.2.6. Retiree organizations.